

NOTICE OF DECISION

PLANNING DIVISION
555 LIBERTY ST. SE, RM 305
SALEM, OREGON 97301
PHONE: 503-588-6173
FAX: 503-588-6005



*Si necesita ayuda para comprender esta informacion, por favor llame
503-588-6173*

DECISION OF THE PLANNING ADMINISTRATOR

HISTORIC DESIGN REVIEW CASE NO.: HIS20-14

APPLICATION NO.: 20-107106-DR

NOTICE OF DECISION DATE: MAY 1, 2020

SUMMARY: A proposal to install three new under canopy signs on the front facade of the Pomeroy & Keene Building (c1860).

REQUEST: Minor Historic Design Review of a proposal to install three new non-illuminated under canopy signs on the front facade of the Pomeroy & Keene Building (c1860), a historic contributing resource within the Salem Downtown National Register Historic District located at 379-383 State Street (Marion County Tax Assessors Number 073W27AB06400).

APPLICANT: Matt Boyington, Salem Sign Co.

LOCATION: 379-383 State St

CRITERIA: Salem Revised Code (SRC) Chapters SRC 230.056 - Signs in Commercial Historic Districts

FINDINGS: The findings are in the attached Decision dated May 1, 2020.

DECISION: The **Historic Preservation Officer**, a Planning Administrator Designee, **APPROVED** Historic Design Review HIS20-14 based upon the application materials deemed complete on April 30, 2020 and the findings as presented in this report.

This Decision becomes effective on May 19, 2020. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).

The rights granted by the attached decision must be exercised, or an extension granted, by May 19, 2022 or this approval shall be null and void.

Application Deemed Complete:	<u>April 30, 2020</u>
Notice of Decision Mailing Date:	<u>May 1, 2020</u>
Decision Effective Date:	<u>May 19, 2020</u>
State Mandate Date:	<u>August 28, 2020</u>

Case Manager: Kimberli Fitzgerald, kfitzgerald@cityofsalem.net, 503-540-2397

This decision is final unless written appeal from an aggrieved party is filed with the City of Salem Planning Division by 5:00 p.m., Monday, May 18, 2020. **PLEASE NOTE: Due to the COVID-19 pandemic, City of Salem Offices are closed to the**

public until further notice. The notice of appeal can be submitted electronically at planning@cityofsalem.net or mailed to City of Salem Planning, Room 320, 555 Liberty Street SE, Salem OR 97301. The appeal must be received by the above date and time. The notice of appeal must contain the information required by SRC 300.1020 and must state where the decision failed to conform to the provisions of the applicable code section, SRC Chapter(s). The appeal must be filed in duplicate with the City of Salem Planning Division. The appeal fee must be paid at the time of filing. If the appeal is untimely and/or lacks the proper fee, the appeal will be rejected. The Historic Landmarks Commission will review the appeal at a public hearing. After the hearing, the Historic Landmarks Commission may amend, rescind, or affirm the action, or refer the matter to staff for additional information.

The complete case file, including findings, conclusions and conditions of approval, if any, is available for review at the Planning Division office, Room 320, City Hall, 555 Liberty Street SE, during regular business hours. For access to case related documents during the closure of City Hall to the public because of the Covid-19 pandemic, please contact the Case Manager.

<http://www.cityofsalem.net/planning>

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503-588-6173***

BEFORE THE PLANNING ADMINISTRATOR OF THE CITY OF SALEM

**HISTORIC DESIGN REVIEW CASE NO. HIS20-14
DECISION**

**IN THE MATTER OF APPROVAL OF) MINOR HISTORIC DESIGN REVIEW
HISTORIC DESIGN REVIEW)
CASE NO. HIS20-14)
379-383 STATE STREET SE)
) May 1, 2020**

In the matter of the application for a Minor Historic Design Review submitted by Matt Boyington, of Salem Sign Company on behalf of the tenants within the Pomeroy and Keen Building, the Historic Preservation Officer (a Planning Administrator Designee), having received and reviewed evidence and the application materials, makes the following findings and adopts the following order as set forth herein.

REQUEST

SUMMARY: A proposal to install three new under canopy signs on the front facade of the Pomeroy & Keene Building (c1860).

REQUEST: Minor Historic Design Review of a proposal to install three new non-illuminated under canopy signs on the front facade of the Pomeroy & Keene Building (c1860), a historic contributing resource within the Salem Downtown National Register Historic District located at 379-383 State Street (Marion County Tax Assessors Number 073W27AB06400).
(Attachment A).

DECISION

APPROVED based upon the application materials deemed complete on April 30, 2020 and the findings as presented in this report.

FINDINGS

1. Minor Historic Design Review Applicability

SRC230.020(f) requires Historic Design Review approval for any alterations to historic resources as those terms and procedures are defined in SRC 230. The Planning Administrator shall render a decision supported by findings that explain conformance or lack thereof with relevant design standards, state the facts relied upon in rendering the decision, and explain justification for the decision.

2. Analysis of Minor Historic Design Review Approval Criteria

Project Summary: The applicant is proposing to install three new non-illuminated under canopy signs on the front facade of the Pomeroy & Keene Building (c1860). Three aluminum 1' x 3'4" (333 square feet) signs are proposed under the awning on the south facade side of the Pomeroy Building. The signs will be attached with angle iron brackets to the bottom of the existing awning, and will be non-illuminated with light letters on a dark background. Staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project.

FINDINGS

Criteria: 230.056. Signs in Commercial Historic Districts. In addition to other regulations within this Chapter, signs in commercial historic districts shall be designed and approved in accordance with the following standards:

(C) New signs shall:

(1) Be located between transom and sill of first story, within a historic signboard, or suspended from awning or marquee.

Finding: The applicant is proposing to install the new signage suspended from the existing canopy, thereby meeting SRC 230.056 (c)(1).

(2) Be located perpendicular to corner, flush to the facade or perpendicular to building.

Finding: The proposed signage will be installed perpendicular to the building. Staff finds that SRC 230.056(c)(2) has been met for this portion of the proposal.

(3) Not be located in transom areas.

Finding: No signage has been proposed for installation within the transom areas of the building, therefore staff finds that SRC 230.056(c)(3) has been met.

(4) Not obscure windows or significant architectural features.

Finding: The proposed signage does not obscure windows or significant architectural features thereby meeting SRC 230.056(c)(4).

(5) Be painted on side of building only if the building was previously painted and the sign has historic precedence. Do not paint on brick surfaces, if not previously painted.

Finding: The proposal does not include any signage that will be painted on the building; thereby meeting SRC 230.056(c)(5).

(6) Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.

Finding: The proposed signage is oriented to the main entrance of the Pomeroy and Keene Building, thereby meeting SRC 230.056(c)(6) for the proposal.

(7) *Be constructed of materials such as wood or metal, except for untreated mill-finished metals.*

Finding: The proposed signage is constructed of metal, thereby meeting SRC 230.056(c)(7).

(8) *Not use neon unless incorporated into a larger sign and there is historic precedence.*

Finding: The proposal does not include neon, therefore this standard is not applicable to the evaluation of this proposal.

(9) *Not use free-standing neon or plastic, back-lighted boxes.*

Finding: The proposal does not include free-standing neon or plastic back-lighted boxes, therefore this standard is not applicable to the evaluation of this proposal.

(10) *Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.*

Finding: The proposed signage will be installed with brackets to the underside of the canopy located on the south side of the Pomeroy and Keene Building, with sign loads properly calculated therefore this criterion has been met.

(11) *Have conduit located in the least obtrusive places.*

Finding: The proposed signage will not be illuminated, and no conduit will be utilized, therefore this criterion is not applicable to the evaluation of this proposal.

(12) *Not have exposed conduit.*

Finding: The proposed signage will not be illuminated, and no conduit will be utilized, therefore this criterion is not applicable to the evaluation of this proposal.

(13) *Use a dark background with light lettering.*

Finding: The proposed signage has light lettering on a dark background, thereby meeting SRC 230.056(c)(13).

(14) *Not incorporate faux painting, e.g., stone, brick, metal.*

Finding: The proposed signage will not incorporate faux painting, thereby meeting SRC 230.056(c)(14).

(15) *Design new signs that respect the size, scale and design of the historic resource.*

Finding: The scale and size of the signage is similar to under canopy signage that has been on this building historically and is compatible with the buildings throughout the Downtown Historic District. No significant features will be adversely affected or obscured by their installation, thereby meeting SRC 230.056(c)(15).

(16) *Locate new signs where they do not obscure significant features.*

Finding: The proposed signage will not obscure any significant features of the Pomeroy and Keene Building, thereby meeting SRC 230.056(c)(16).

(17) *Design new signs that respect neighboring resources.*

Finding: The proposed signage is similar in size, scale, and design to the signage that has historically been located throughout the Salem Downtown Historic District. The signage will not adversely affect any neighboring resources, thereby meeting SRC 230.056(c)(17).

(18) *Use materials that are compatible with and characteristic of the buildings or structure's period and style.*

Finding: The proposed signage is metal, a material compatible with the Pomeroy and Keene Building, thereby meeting SRC 230.056(c)(18).

(19) *Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.*

Finding: The proposed sign will be attached to the underside of the canopy and no historic materials will be damaged or obscured by the installation, thereby meeting SRC 230.056(c)(19).

(20) *Any sign identifying the use of the building or structure otherwise permitted by this Chapter shall be limited to the minimum necessary for such identification.*

Finding: The proposed identification signage on both buildings, has historically been the minimum necessary to ensure identification of the tenants within the Pomeroy and Keene Building, thereby meeting SRC 230.056(c)(20).

DECISION

Based upon the application materials deemed complete on April 30, 2020 and the findings as presented in this report, the application for HIS20-14 is **APPROVED**.



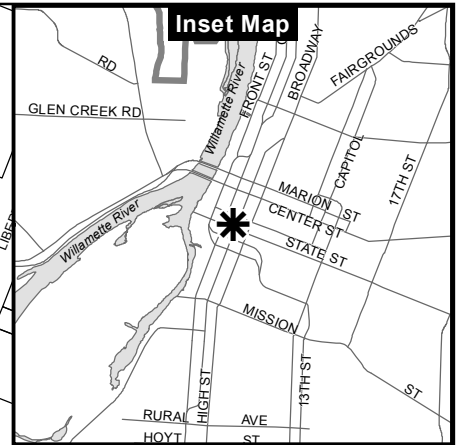
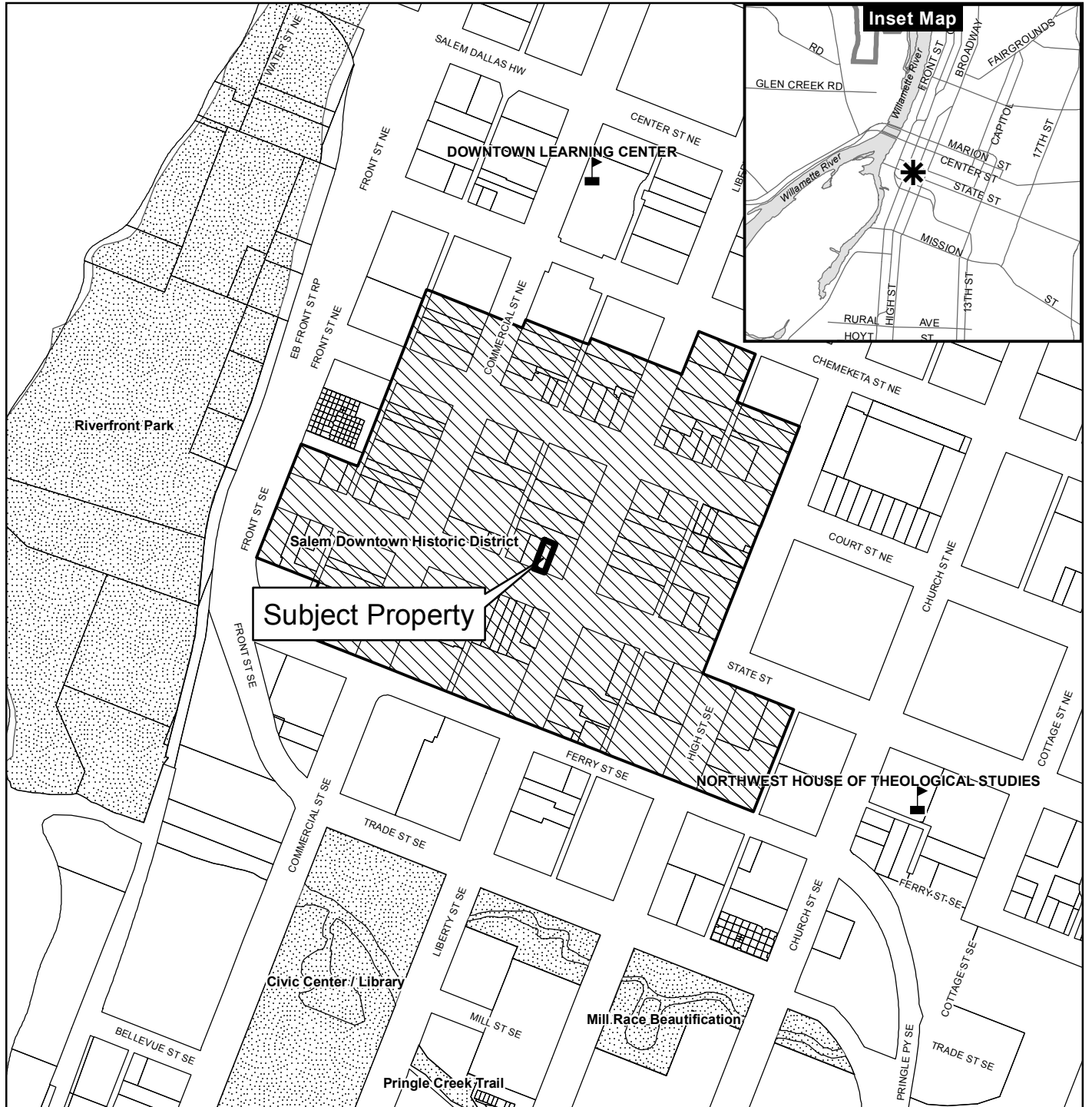
Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee

Attachments: A. Vicinity Map
B. Applicant's Submittal Materials






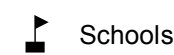

Vicinity Map

HIS20-14

379-383 State Street (073W27AB06400)



Legend

-  Taxlots
-  Urban Growth Boundary
-  City Limits
-  Outside Salem City Limits
-  Historic District
-  Schools
-  Parks


CITY OF Salem
 AT YOUR SERVICE
 Community Development Dept.

0 100 200 400 Feet



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Historic Alteration Review Worksheet

Site Address: 379-383 State St.

Resource Status: Contributing Non- Contributing Individual Landmark

Type of Work Activity Proposed: Major Minor

Chose One: Commercial District Individual Resource Public District
Residential District Sign

Replacement, Alteration, Restoration or Addition of:

Architectural Feature:

- Awning
- Door
- Exterior Trim, Lintel
- Other architectural feature
- Roof/Cornice
- Masonry/Siding
- Storefront
- Window(s) Number of windows: _____

Landscape Feature:

- Fence
- Streetscape
- Other Site feature (describe) _____

New:

- Addition
- Accessory Structure
- Sign
- Mural
- Accessibility Ramp
- Energy Improvements
- Mechanical Equipment
- Primary Structure

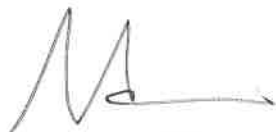
Will the proposed alteration be visible from any public right-of-way? Yes No

Project's Existing Material: N/A Project's New Material: Aluminum/Vinyl

Project Description

Briefly provide an overview of the type of work proposed. Describe how it meets the applicable design criteria in SRC Chapter 230. Please attach any additional information (i.e., product specification sheets) that will help staff and the HLC clearly understand the proposed work:

We are proposing three (3) non-illuminated under canopy displays. The signs will be constructed of aluminum with dark background and light letters/logos. The proposed signs meet the criteria of SRC 230.056.



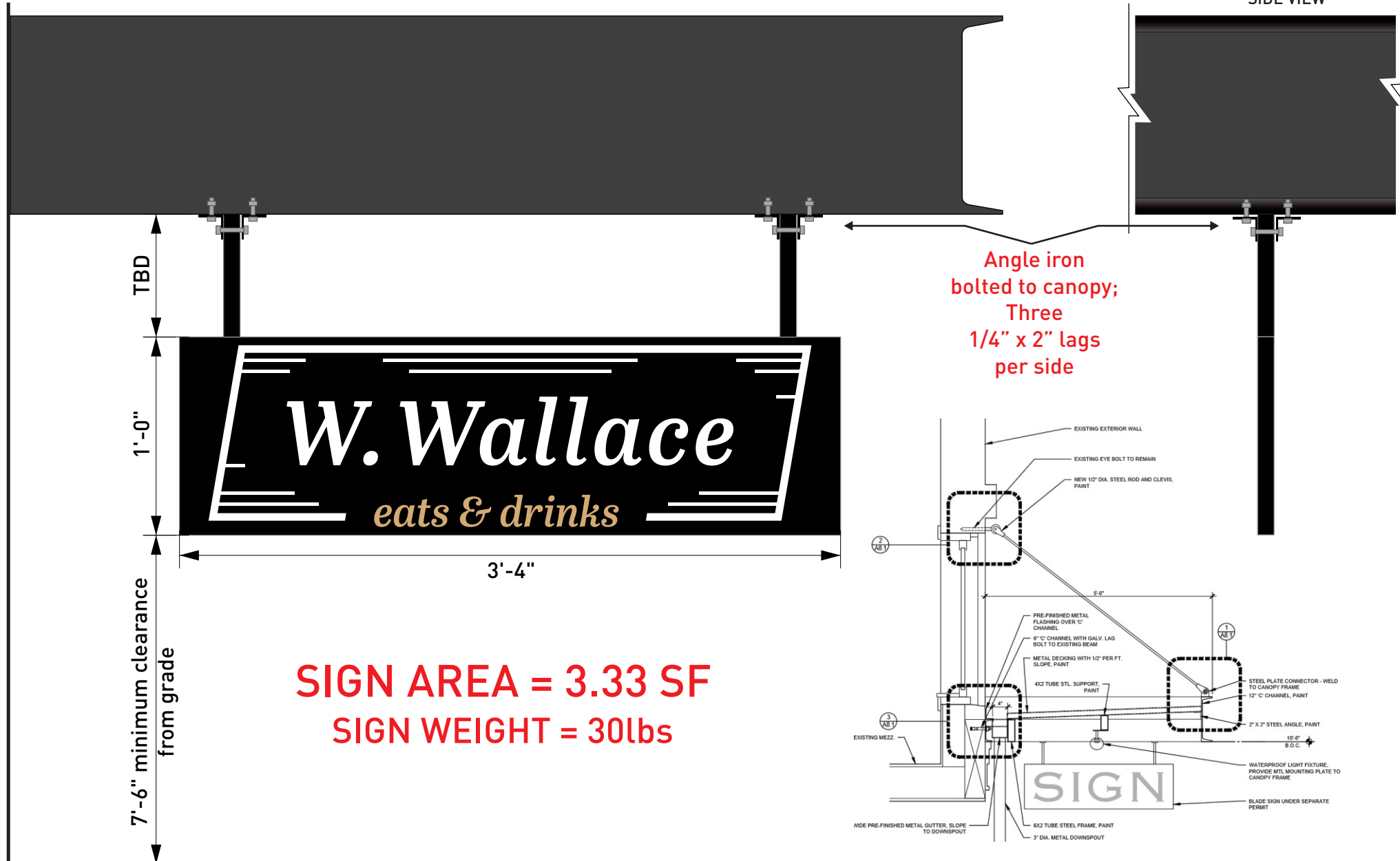
Signature of Applicant

4/13/2020

Date Submitted/Signed



Non-Illuminated Double Face Under Canopy Display



SPECIFICATIONS

SIGN:
*0,090" Aluminum Panels; Painted Black with 1" Interior square tube frame

FRAME & SUPPORTS:
*1" Square Tube Aluminum, Painted Black

VINYL:
*3M White
*3M Gold

SCALE: 1 1/2" = 1'-0"



Salem Sign Co., Inc.
1825 FRONT ST. N.E.
SALEM, OR 97301
503-371-6362
FAX 503-371-0901
e-mail signs@salem-sign.com
CCB# 65297



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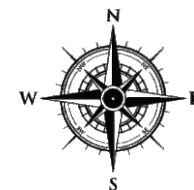
SITE PLAN

★ = SIGN

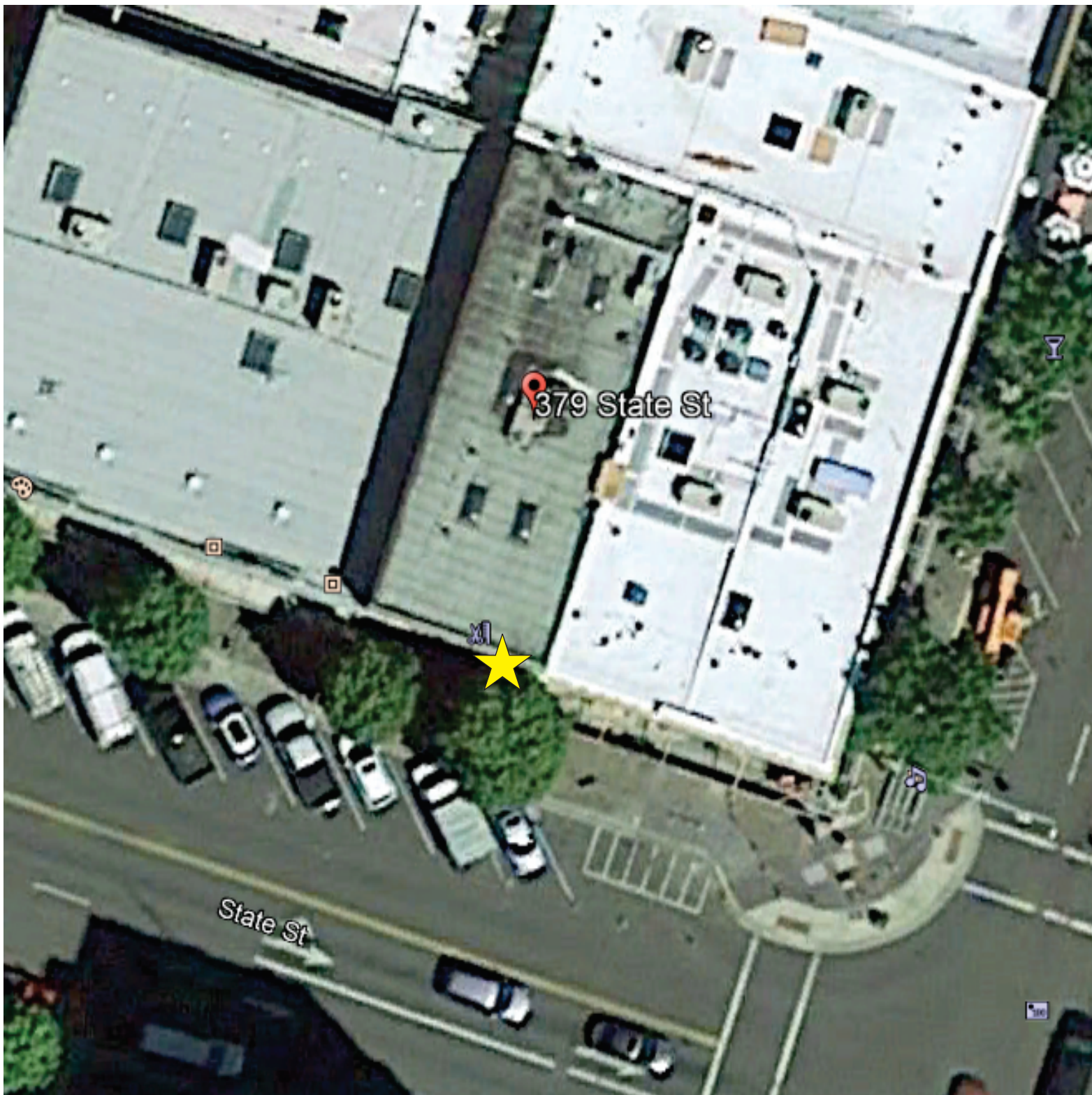
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12' Wide x 10' Tall



STOREFRONT IN YELLOW

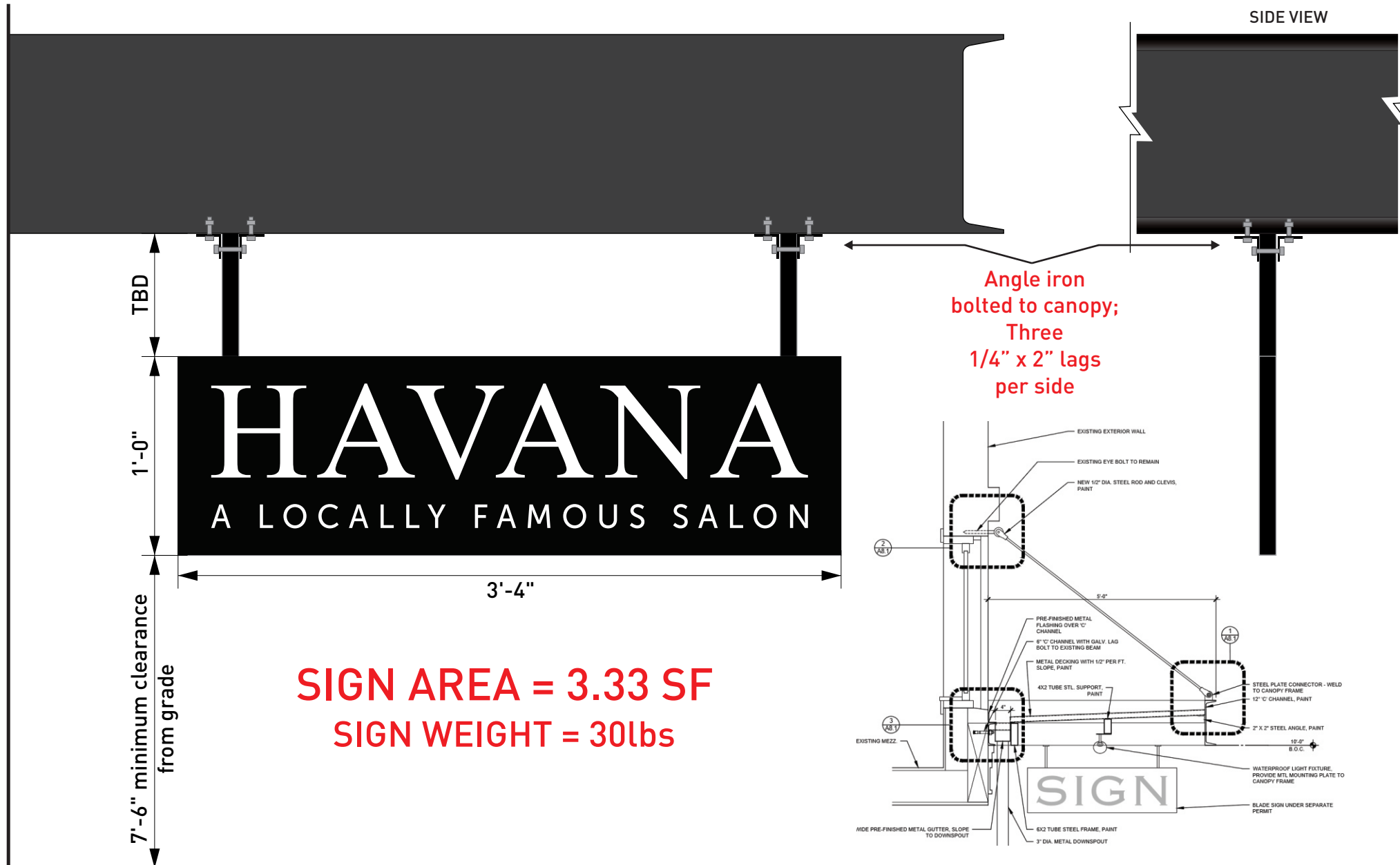


W. Wallace
383 State St
Salem, OR 97301





Non-Illuminated Double Face Under Canopy Display



SPECIFICATIONS

SIGN:
*0,090" Aluminum Panels; Painted Black with 1" Interior square tube frame

FRAME & SUPPORTS:
*1" Square Tube Aluminum, Painted Black

VINYL:
*3M White

SCALE: 1 1/2" = 1'-0"



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JOB TITLE: Havana

LOCATION: Salem, OR

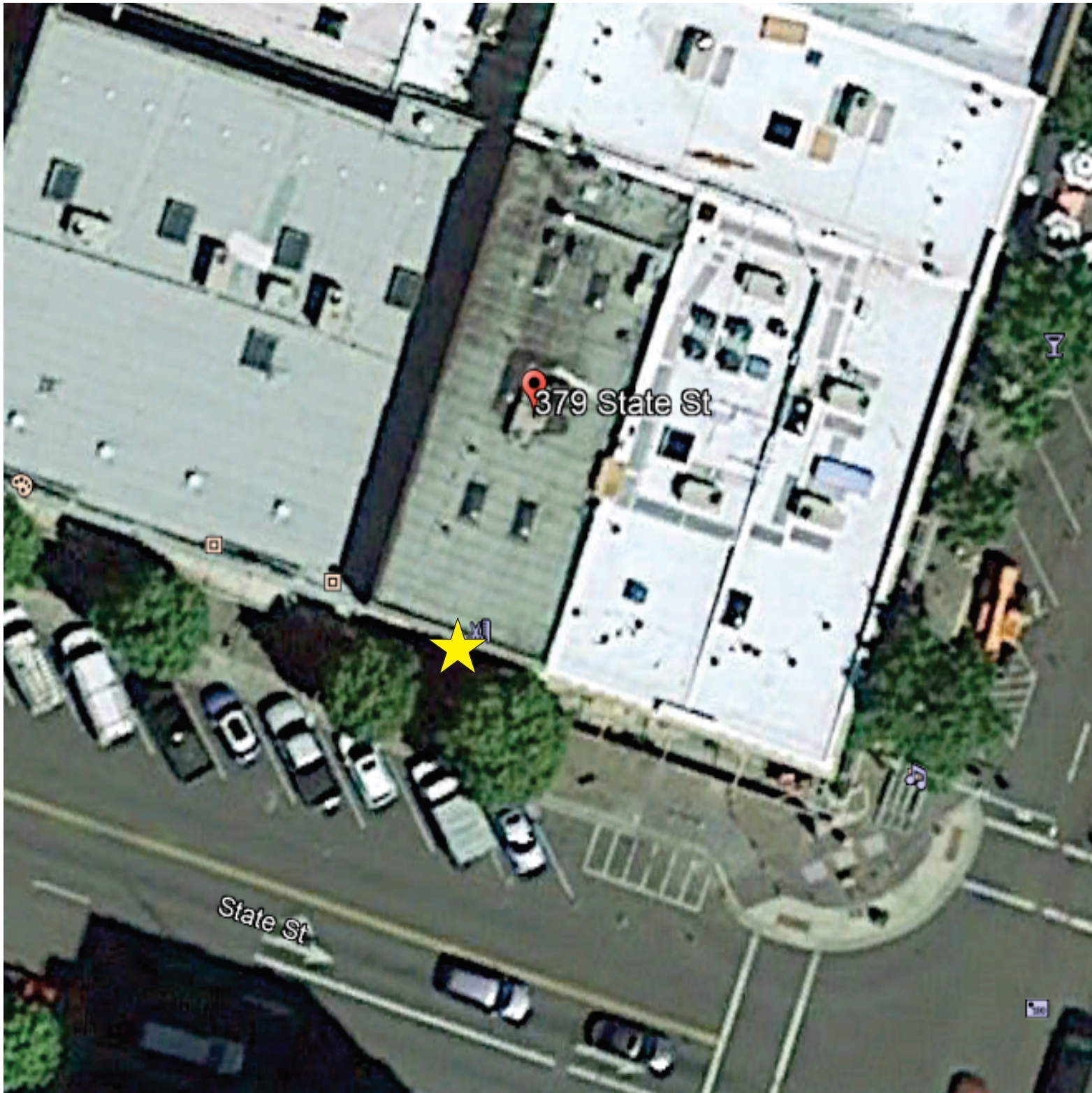
DATE: 3/10/20

DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:

SK# 22545-20AP



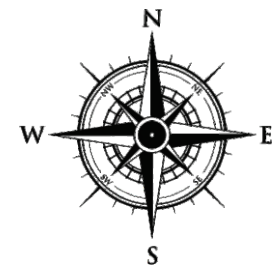
SITE PLAN

★ = SIGN

STOREFRONT=
30' Wide x 12' Tall



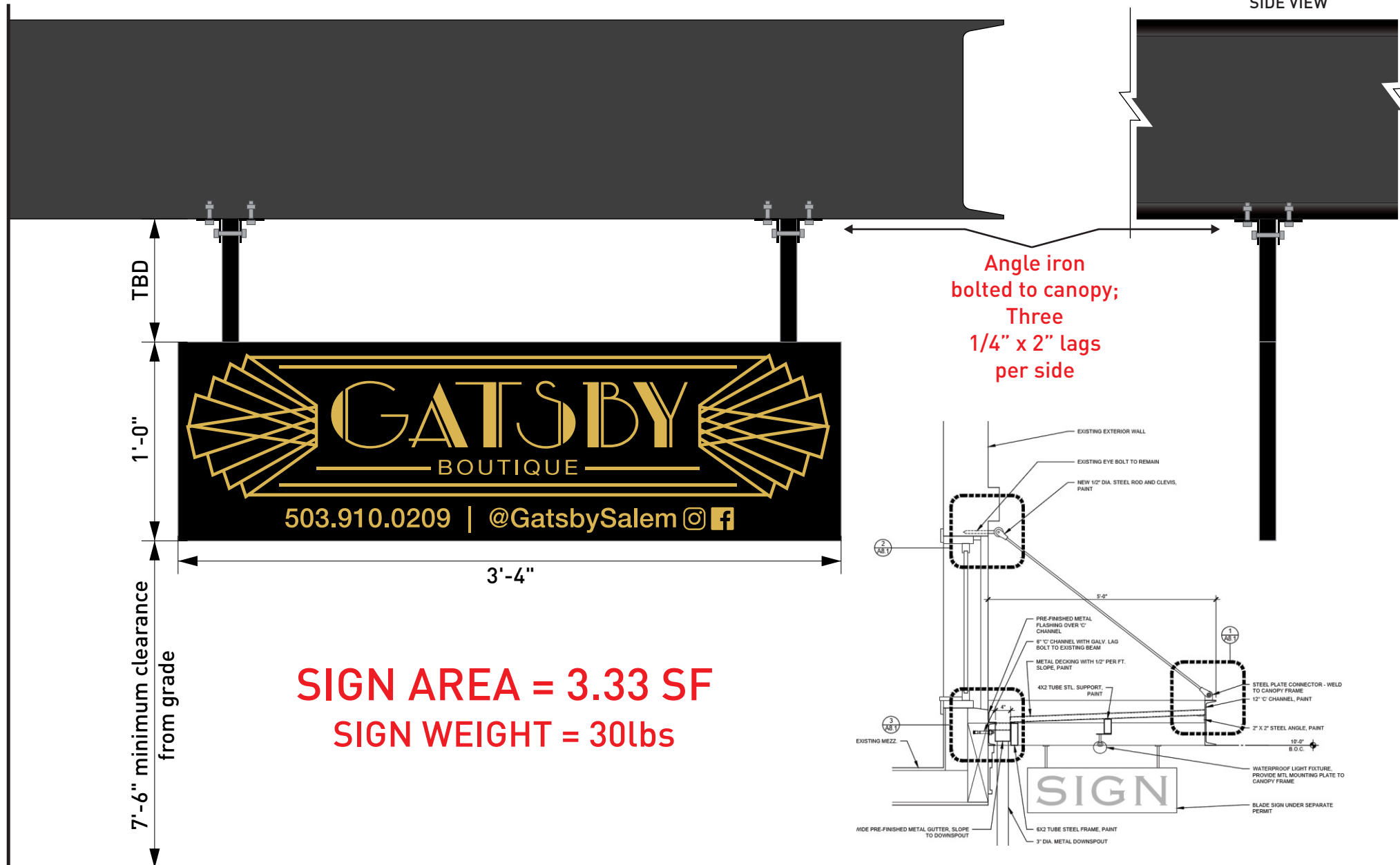
STOREFRONT IN YELLOW



Havana Salon
381 State St
Salem, OR 97301



Non-Illuminated Double Face Under Canopy Display



SPECIFICATIONS

SIGN:
 *.090" Aluminum Panels; Painted Black with 1" Interior square tube frame

FRAME & SUPPORTS:
 *1" Square Tube Aluminum, Painted Black

VINYL:
 *3M Gold

SCALE: 1 1/2" = 1'-0"

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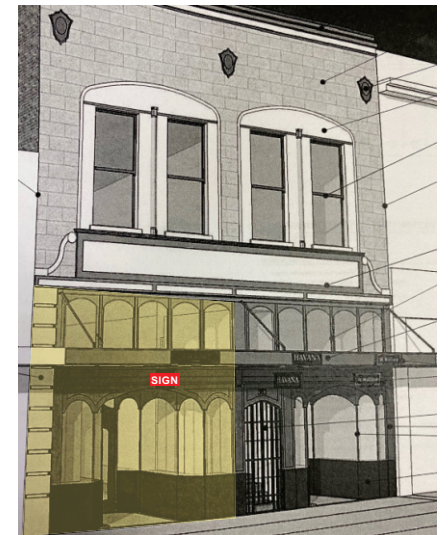
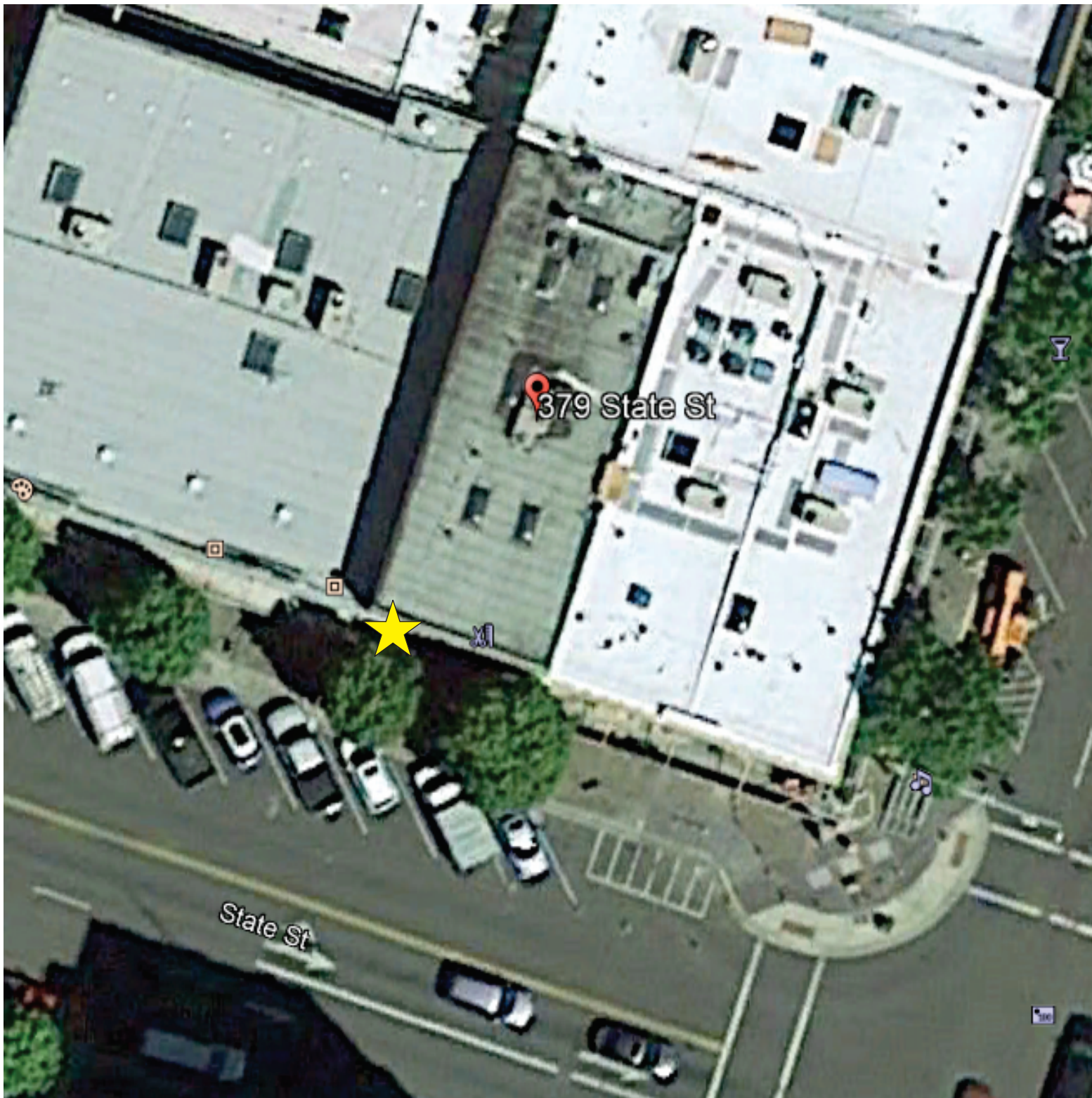


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SITE PLAN

★ = SIGN

STOREFRONT=
17.5' Wide
x 10' Tall



STOREFRONT IN YELLOW

Gatsby Boutique
379 State St
Salem, OR 97301